

AHEPPP 2017

Educational Session: Productivity (and Survival) in the One-Person Office

November 15, 2017

Participant Suggestions for Productivity (and Survival!)

Working Effectively

- Delegate to volunteers
- Retreat with yourself
- Utilize student interns
- Goal: Email efficiency
- Answer social media questions as soon as possible. Cuts down on incorrect information
- Parent Advisory Board members attend all summer orientations to assist incoming parents
- -Recruiting parent volunteers at Orientation
- Survey families to see what you are doing right!
- Create a communications plan with "major" topics for the year to help drive newsletter articles/announcements
- Eliminated monthly email newsletter by looking at open rate. All information was being posted on social media. Saved time.
- Moved opening BBQ to stadium and Athletics did all set up, logistics, and support
- Checking my email 2 to 3 times a day and prioritizing the parent email
- Utilizing project management software to work collaboratively (asana)

Financial Resources

- Due to sustainability efforts, have basically eliminated print products. Saves dollars. Put online.
- Ask Family Weekend guests at registration if they want a printed program book or if they'll "be green" and use the app and website – saved thousands of dollars in printing costs.
- Offer swag packages
- Operate on a zero budget mentality
- Collaborate with partners
- Hug from Home bottle fundraiser
- Piggyback on other department events (I add value and they pay)
- Finals care packages – sell as fundraiser
- Get sponsors for Family Weekend
 - Local museum offers free admission to Family Weekend in exchange for publicity in program, app, website, signage, etc.
- Hotel sponsors – provide dollars for guide books
 - Sponsors are obtained by the Athletics Fundraiser
- Create and sell spirit packs or finals packs for students. Can usually spend half, pocket half.
- Eliminate event meals. Encourage parents to explore on their own.
- Live chat Bursar and Financial Aid
- Get hotels in your corner...we have a prime market! Families visit all year.
- Pairing with the student leadership department.

Partnerships

- Ask for help at Family Weekend
 - Alumni Office – helps at check-in
 - Deans/Professors – breakout sessions
 - Bingo – campus activities
 - Music Club – open arts night
 - Planetarium Tours
 - Athletics
 - Professors – sample lectures from each college
- Program with other departments
 - First-Gen
 - TRiO Program
 - Holmes Cultural Diversity Center
- Athletics
- Orientation
- Faculty Meet and Greets
- Take advantage of student groups as volunteers
- Partner with Student Involvement Office with planning Family Weekend.
 - Planning committee made up of 12-15 students
 - Advisors: Parent and Family Relations Director, Associate Director of Student Involvement
- Alumni partnership
 - Thirsty Thursday events (every second Thursday of month).
 - Gives parents networking opportunity with our alumni
- Financial Aid – Summer/early fall info sessions exclusive to parents
- Piggybacking on summer Alumni initiatives
- Work closely with Admissions to get parent data to build your contact list
- Student Orientation Services sends out Family welcome packet with their packet
- Have specific contacts with key campus partners that answer immediately
- Key campus partners:
 - Student Health Center
 - Department of Public Safety
 - Housing/Residence Life
 - Student Affairs
 - Admissions
- Partner with Alumni office – incorporate parents in alumni chapters
 - “Alumni, Parents and Friends Chapters”
 - Event invitations automatically include parents
- Financial Aid, Alumni Association, Academic Units
- Siblings Day collaboration with Office of Recruiting
- Family Weekend committee
 - Athletics
 - Alumni Center
 - Academic Advising
 - Career Services
 - Sustainability

- Center for Student Involvement
- Residence Life
- Recreation and Wellness
- Think partnership with every faculty, staff or administrator you meet. No one is off limits!
- Partner with local businesses to offer discounts to students and families
- Empowering departments to identify their parents role within their programming
- Partnerships with other offices for Parent and Family Weekend

Connecting with Families

- Start conversations that don't have to do with membership or letting go.
- Moving from weekly newsletters to monthly
- Attend Cougar send-offs, commencements, extended orientation send-off, orientation, or wherever parents/families are
- Work with director of dual-enrolled students to speak at DE meetings with parents
 - Also middle-college events
- Co-present family and guest orientation opening session and have symbolic passing of the mic from Orientation to Parent and Family Programs
- Round table two-way Parent-Faculty discussions
- Parent Advisory Board
- Present at
 - Regional recruiting meetings
 - Orientation
 - Fall Open House
 - Spring Preview Day
 - Family Weekend
- Parent to Parent interaction
- Letters to home
- Having Admissions contact me anytime an alum visits with their student
- Connect with families regionally via alumni association clubs/chapters

Other Ideas

- Have a sense of humor and take a step back every now and again to enjoy what you do
- Request and collect articles written by other administrators, faculty, and students (student government president, orientation leader, etc.) for Parent and Family newsletter. A way of advertising your office!